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U. S. Department of Agriculture

YOURS FOR GREATER PROFIT!

On the first of December 1937, we will start disseminating five magnificent new seedlings which are certain to enhance the popularity of the carnation, and which will assuredly put larger profits into the pocket of every greenhouse operator who grows them.

Each one of these five varieties is a distinct improvement over existing varieties in the same color class, having one or more qualities which justifies our making this assertion.

Never before has our firm offered such an array of high quality seedlings, and never in our long experience have we disseminated two such outstanding varieties as Maytime and Paragon.

Maytime

A gorgeous, delicately shaded light pink which we sincerely believe to be the finest carnation in its color class which has been available for many years. The bloom is beautifully formed and is from 3 to 3½ inches across. It is borne on an unusually long, stiff, straight stem. The color is uniform throughout the season. Production is high and constant: there is no cropping. The plants are large, but carry no grass whatever. The flowers keep and ship perfectly. We have sent blooms of MAYTIME across the continent by express and had them arrive on the West coast in perfect condition. We are decidedly proud of this fine seedling.

Paragon

A lovely, vivid deep pink. The color is slightly deeper and brighter than My Love, the petals are not quite as fringed, the bloom is larger, the stem is longer and much stronger, the calyx is firmer and production is higher. The plants are very large and bushy, but not as grassy as My Love. The foliage is heavier and of a deeper shade of green. The plants are vigorous and clean. PARAGON does not bleach and come off color as do My Love and Ward, and at no season of the year does it split as do these two standard varieties.

For several years we have tried to breed a deep pink carnation which would produce and keep as well as My Love, but which would be more resistant to fungus diseases and which would not fade or split as badly as do practically all the existent deep pink varieties. We now have such a variety in PARAGON. We are replacing all of our standard deep pink varieties with PARAGON as fast as we are able.

NOTE:—PARAGON is NOT a selected or improved My Love. It is a distinct variety, a cross of two unnamed seedlings.

Delicacy

We have worked a long time for a really worthwhile white variegated carnation. We have bred several of them and we have purchased others. None of them have been satisfactory. Now we have produced DELICACY which we are confident will make this color a popular and profitable one.

The flower is unique in color and form. It measures about three inches across, it is perfectly symmetrical and has a high, very full center. The petals are slightly fringed and are pure white with red pencilings. This penciling is heaviest in the center of the blossom, and this, together with the high, full center, creates a charming effect. The plants are large, low and bushy, but not grassy. The stem is of medium length and is stiff and straight. The calyx is firm. Production is high and uniform. The flowers are excellent keepers and shippers. We consider this to be the best white variegated variety we have ever had in our greenhouses.

Siren

A very large white seedling measuring from 3½ to 4½ inches across. The petals are fringed, and the form of the flower is similar to a giant bloom of Ivory, although a little more symmetrical. For a short time during the dark months, a slight flaking appears, but this is of brief duration and does not detract from the value of the flower. The plants are very large and bushy. The stem is strong and of medium length. The surprising features of this variety are that although the bloom is unusually large and full, the calyx almost never splits and production is very high. Under proper cultural conditions, SIREN will never be "off crop" and will yield from 30 to 40 blooms per square foot of bench. The flowers are splendid keepers and shippers.

Luxury

This is not an exhibition bloom, but it is a practical, money-making commercial carnation. It is a medium-size flower of bright scarlet with fringed petals and form similar to that of Spectrum Supreme, but not quite as large as Spectrum. It is outstanding because it has a long, substantial stem which is always erect and stiff, the calyx does not split, the blooms do not bleach or discolor as do most of the available reds, and its production is not surpassed by any standard red variety. The plants are larger, bushier and heavier than those of Spectrum. They are vigorous and disease-resistant. The flowers are good keepers and shippers.

In the past, many new varieties of carnations have been disseminated which never should have been put on sale. We doubt if any grower ever purposely deceived the trade. The principal reasons why poor varieties have gone out are: (1) Adequate records of the performance of new varieties were not kept. (2) Breeders honestly lost sight of the defects of new creations while becoming absorbed in their good qualities. (3) The need of ready money caused growers to "take a chance" and disseminate new varieties before they had proven their worth.

The fine varieties described here have been thoroughly tested in every respect, detailed records have been kept of their habits of growth, production, quality, keeping, etc., and realizing the wisdom and necessity of creating and justifying a reputation for quality and dependability, we have tried to represent each variety honestly.



We already have many orders on hand for next season's delivery of these five seedlings, and although we are prepared to propagate 100,000 cuttings each of Maytime and Paragon, we urge you to place your order at once for December and January delivery. The demand for early delivery is going to be so great that unless orders are received well in advance, delays will be inevitable. Our stock of Luxury, Delicacy and Siren is smaller, therefore, to avoid all chance of disappointment, it is to your advantage to order now. You are at liberty to cancel your order at any time previous to shipment, and as orders will be filled in rotation, it will be a case of "first come, first served."

PRICES ON ALL OF THESE VARIETIES ARE

\$15.00 per 100

\$125.00 per 1000

NO RESTRICTIONS. 250 AT 1000 RATE. 5% CASH DISCOUNT.

The price on orders for fewer than 50 cuttings of any variety will be
20 cents per cutting.

The SIM CARNATION CO., Inc.
SAUGUS, MASS.